



WPTV

## ORDER

Print Date 11/05/12 Page 1 of 3

Flight Dates 11/02/12-11/06/12

<u>Contract / Revision</u>	<u>316721</u>	<u>/</u>	<b>Obama for America</b>	<u>Order Sep</u>	00:30:00
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Estimate #</u>	<b>1537</b>
	11/02/12	11/02/12	<u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	<b>Obama / Democrat / Preside</b>			<u>Billing Type</u>	Cash
			<b>1010 Wisconsin Avenue - Suite #80</b>	<u>Order Type</u>	GENERAL
			<b>Washington, DC 20007</b>	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	<b>GMMB Inc</b>			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Demographic</u>	A35+
			<u>Sales Region</u> NAT	<u>Rev Codes</u>	POL POL CAND
<b>1010 Wisconsin Avenue - Suite #80</b>			<u>Agency Ref</u> 2	<u>Product Codes</u>	PL
<b>Washington, DC 20007</b>				<u>Priority</u>	P-3
				<u>Advertiser Ref</u>	

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %		Market Value
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	51	\$47,068.75	\$55,375.00	0.00	10/29/12	11/06/12	51	\$47,068.75	\$55,375.00
<b>Totals</b>	<b>51</b>	<b>\$47,068.75</b>	<b>\$55,375.00</b>	<b>0.00</b>					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N 1	WPTV	11/02/12	11/06/12	Friday Prime B grimm	CM	9-10p	-----F--	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 11/02/12	11/08/12	-----F--		1	\$1,450.00								
N 2	WPTV	11/02/12	11/06/12	Friday Prime C revolution	CM	10-11p	-----F--	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 11/02/12	11/08/12	-----F--		2	\$2,500.00								
N 3	WPTV	11/02/12	11/06/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00



**WPTV**

Print Date: 11/05/12

Page 2 of 3

## Contract / Revision

316721 Flight Dates 11/02/12-11/06/12

## Hiatus Dates

Original Date / Revision 11/02/12 / 11/02/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # 1537



WPTV

Print Date: 11/05/12

Page 3 of 3

Contract / Revision

316721

Flight Dates 11/02/12-11/06/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:30:00

Advertiser Obama / Democrat / Presid Product Obama for America

Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N15	WPTV	11/05/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	12-----	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 12----- 3 \$1,200.00 0.00															
N16	WPTV	11/05/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 22----- 4 \$1,500.00 0.00															
N17	WPTV	11/05/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	12-----	:30	3	\$500.00	FX	0.00	NM	3	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 12----- 3 \$500.00 0.00															
N18	WPTV	11/05/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	22-----	:30	4	\$425.00	FX	0.00	NM	4	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 22----- 4 \$425.00 0.00															
N19	WPTV	11/05/12	11/06/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	22-----	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 22----- 4 \$500.00 0.00															
N20	WPTV	11/05/12	11/06/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	22-----	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 22----- 4 \$500.00 0.00															
N21	WPTV	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 M----- 1 \$1,600.00 0.00															
N22	WPTV	11/05/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 M----- 1 \$1,600.00 0.00															
N23	WPTV	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 M----- 1 \$1,800.00 0.00															
N24	WPTV	11/05/12	11/05/12	M-F 7-730pm News M-F 7-730p News	CM	7-730p	M-----	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 M----- 2 \$3,000.00 0.00															
N25	WPTV	11/05/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M-----	:30	1	\$575.00	FX	0.00	NM	1	\$575.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 M----- 1 \$575.00 0.00															

Totals 51 \$55,375.00